

Aptelligent and Adobe Marketing Cloud

Mobile App Intelligence for High Performance Mobile Marketing

Understand How Your App Impacts Mobile User Experience and Marketing Metrics

The success of mobile business is measured by conversion rates and funnel metrics. Many times however, the reasons behind changes in key marketing metrics are not fully understood. Marketing analytics solutions alone cannot fully explain a drop-off in conversions or the impact of a crash on user experience. The partnership of Adobe and Aptelligent combines two best-in-class solutions to answer these questions and to offer the most complete understanding of mobile user experience available.

The Adobe Marketing Cloud is the leading solution for providing a detailed understanding of who is using your mobile app and what they are doing while in your app. Aptelligent is the leader in mobile app intelligence allowing you to understand how performance issues can impact your users' experience.

Download the Aptelligent Plugin Today

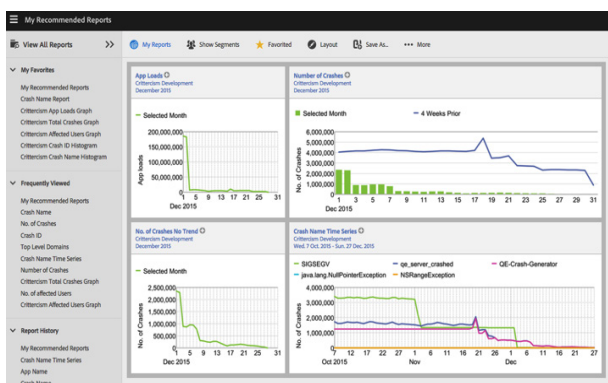
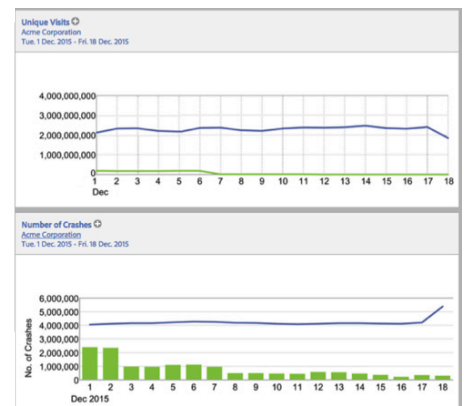
Aptelligent data can be integrated via a simple plugin available for download at the Adobe Marketing Cloud Exchange.

About Adobe Marketing Cloud

Adobe is changing the world through digital experiences. Our creative, marketing and document solutions empower everyone — from emerging artists to global brands — to bring digital creations to life and deliver them to the right person at the right moment for the best results. Learn more at www.adobe.com.

“ This solves the use case where we see a drop in business metrics and want to figure out if it's a problem due to performance all in one dashboard! ”

Product Manager at a large international mobile telecom company



Benefits

- Combine and correlate Adobe marketing metrics with Aptelligent performance metrics in one dashboard.
- Understand how performance impacts key marketing metrics like conversion, engagement and retention.
- Isolate the root cause of performance issues so that they can be resolved quickly.



About Aptelligent

Aptelligent provides the world's leading mobile application intelligence solution enabling enterprises to accelerate their mobile business. The company's solution monitors every aspect of mobile app performance and provides a real-time global view of app and transaction metrics across iOS, Android, Windows Phone 10, Hybrid and HTML5 apps. Trusted by three of the top five credit card issuers, three of the top five media companies, three of the top five retailers, and two of the top three hotel chains with the success of their strategic mobile app initiatives. Aptelligent is leading the drive to the App Economy. Learn more at www.apelligent.com.